IN THE SPECIFICATION

Please revise the paragraph beginning on page 3, line 16 of the specification as follows.

It was found that this object can be achieved by a ferrite magnetic powder containing an [[alkali]] alkaline earth metal, which ferrite magnetic powder has a chlorine content of 0.05 wt % or less and a powder pH of less than 6. Such a magnetic powder can be obtained by pulverizing a calcinated product of ferrite composition containing an [[alkali]] alkaline earth metal, annealing the pulverized ferrite composition to relieve crystal strain, dispersing the annealed powder in water and ~~neutralizing it with~~ adding a mineral acid thereto, and adding a dispersant thereto, and subjecting the dispersion to solid-liquid separation followed by vacuum drying. It was found that the coherence preventing effect was higher during vacuum drying when a dispersant was added than when a dispersant was not added.

Please revise the paragraph beginning on page 4, line 7 of the specification as follows.

Ferrite magnetic powders vary considerably in composition and particle shape. The production process thereof by the dry method generally includes the steps of mixing starting materials palletizing → calcinating → crushing → washing and dewatering → drying → crushing → annealing product. The final "annealing" step is for relieving the crystal strain that arises during pulverizing after calcinating (and again during crushing following drying). The crystal strain arising during crushing and/or pulverizing needs to be relieved because it degrades the magnetic properties of the

product, particularly its coercive force. After passing through this annealing step, the ferrite magnetic powder has a pH of 10-12, i.e., exhibits strong alkalinity. This rise in pH value is particularly pronounced in the case of a ferrite magnetic powder containing an [[alkali]] alkaline earth metal.

Please revise the paragraph beginning on page 5, line 7 of the specification as follows.

Although ~~neutralization~~ treatment of lowering of the pH of the annealed powder suspension using a mineral acid tends to promote coherence during the drying after solid-liquid separation, it was found that coherence during drying can be avoided by carrying out an appropriate coherence preventing treatment. Generally used treatments for preventing coherence that might be considered include addition of an inorganic substance having little adsorbed water, addition of a fatty acid amide, fluorinated fatty acid or other such anti-sticking agent, and surface treatment with a silica type surface treatment agent or surfactant. However, the coherence preventing treatment according to the present invention is to prevent occurrence of coherence by adding a dispersant (surfactant) before the drying step and conducting the drying step under reduced pressure after solid-liquid separation.

Please revise the paragraph beginning on page 5, line 23 of the specification as follows.

The pH value of the ferrite magnetic powder referred to here is that measured in conformity with the measurement method of JIS K 5101. Although the ferrite magnetic

powder to which the present invention can be applied is not particularly limited as regards composition, application to a ferrite magnetic powder containing an [[alkali]] alkaline earth metal is particularly beneficial. The binder for bonding the ferrite magnetic powder is also not particularly limited insofar as it is a rubber-base binder. It is, for example, possible to utilize a vulcanizable rubber such as NBR (acrylonitrile butadiene copolymer rubber) or EPDM (ethylene propylene diene monomer rubber), or a thermoplastic resin having rubber elasticity such as CPE (chlorinated polyethylene), plasticized PVC (plasticized poly vinyl chloride), or EVA (ethylene vinyl acetate copolymer). It is also possible to use chlorosulfonated polyethylene, silicone rubber and the like.